

DISTRICT OF COLUMBIA
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ALCOHOLIC BEVERAGE CONTROL BOARD
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MEETING

IN THE MATTER OF:

Atlas Brew Works, LLC
License No. 91282
New Columbia
Distillers, LLC
License No. 87725
April 4 & 5, 2014
One Day Substantial
Change Application

Fact Finding
Hearing

April 2, 2014

The Alcoholic Beverage Control Board met in Alcoholic Beverage Control Hearing Room, Reeves Building, 2000 14th Street N.W., Washington, D.C., Chairperson Ruthanne Miller presiding.

PRESENT:

RUTHANNE MILLER, Chairperson
NICK ALBERTI, Member
DONALD BROOKS, Member
HECTOR RODRIGUEZ, Member
JAMES SHORT, Member
MICHAEL SILVERSTEIN, Member

ALSO PRESENT:

KEITH GETHERS, ABRA Supervisory Investigator

P-R-O-C-E-E-D-I-N-G-S

(11:01 a.m.)

CHAIR MILLER: So the other fact finding hearings that we have on our calendar say that they're a fashion and art events. So we think that they may be related, and you could all come up then.

That would be Justin Cox with Atlas Brew Works, LLC, and Michael Lowe with New Columbia Distillers, LLC.

When you're ready, you can introduce yourselves for the record?

MR. COX: I'm Justin Cox with Atlas Brew Works.

CHAIR MILLER: Okay.

MR. CARBONE: I'm Greg Carbone.

CHAIR MILLER: Greg who?

MR. CARBONE: Greg Carbone.

CHAIR MILLER: Carbone, okay. All right.

MR. LOWE: I'm Michael Lowe. I'm one of the owners of New Columbia Distillers.

1 CHAIR MILLER: Okay. Oh, and then
2 for the record, our investigators, you as
3 well.

4 MR. GETHERS: Supervisory
5 Investigator Gethers.

6 CHAIR MILLER: Okay. So would you
7 explain? Are these related to the same event.

8 MR. COX: They are. And so with
9 your permission, I'd like to maybe give you a
10 quick summary of it and then --

11 CHAIR MILLER: That'd be great,
12 yes.

13 MR. COX: I have some material.

14 CHAIR MILLER: Ms. Walker will get
15 that. That would be great.

16

17 (Off the record comments)

18 MEMBER ALBERTI: Do you guys need
19 to keep one --

20 MR. COX: No, I think we're okay.

21 MEMBER ALBERTI: -- at the table?
22 You don't want one at the table?

1 MR. COX: One of the materials?

2 No, those are more for reference for you.

3 I've got a pretty good handle on what's in
4 there so --

5 MEMBER ALBERTI: Okay, just wanted
6 to make sure.

7 MR. COX: Thanks for asking.

8 (Off the record comments)

9 MR. CARBONE: So thank you for
10 your time today. As I said, my name is Greg.
11 I'm with Eat Ins. And I'm --

12 CHAIR MILLER: Is your microphone
13 on?

14 MR. CARBONE: I'm sorry.

15 CHAIR MILLER: Is your microphone
16 on?

17 MR. CARBONE: Green light's on.

18 CHAIR MILLER: Okay. It's on,
19 okay.

20 MR. CARBONE: I'll speak up.

21 CHAIR MILLER: Okay, thank you.
22 All right.

1 MR. CARBONE: And so, thanks
2 again for your time. So the event we have
3 here is the second Federation of Red which is
4 what we call the events.

5 And the materials I provided to
6 you are just sort of what we call a Look Book,
7 so a little bit of a preview of what the event
8 is about.

9 The first event was a big success
10 for us. And an overview of the event itself,
11 it's a fashion, men's and women's retail. We
12 also have books, artisanal local craft foods
13 like muffins and sort of local folks we're
14 working with.

15 And so what we do for a three day
16 event, a Friday, Saturday and a Sunday --
17 Friday I think it starts around 1:00 p.m. and
18 then goes to about 7:00, and then it's day
19 time hours, Saturday and Sunday -- is we
20 invite the public to come experience this
21 event.

22 The event itself is held on the

1 second floor of Union Market. It's a separate
2 special event space that we use that's closed
3 to the general public.

4 I do have, just for orientation
5 purposes, a plan here I could certainly unfold
6 and give you a little bit of orientation. It
7 might help things out. I'll probably ask my
8 cohorts here to hold it. Can I stand and --
9 okay.

10 (Off the record comments)

11 MR. CARBONE: On the second
12 floor of the -- I'm sorry, on the second floor
13 of the event space here we have three main
14 entry points. So two rear points and then one
15 lower level stairway.

16 So just so you can mark it, this
17 is the center from there. It's the second
18 floor. We plan to have, from a security
19 standpoint, variations of the, we'll have six
20 officers assigned to us with AlliedBarton
21 Security Services.

22 So at each entry point we'll have

1 an officer, and we'll also have a -- and you
2 see these little red dots -- we'll have
3 rotating officers throughout the event.

4 We have, as you see here, and I'm
5 sorry that you can't see that too well over
6 there, but we have designated over here where
7 we'll be serving food and, I guess, the
8 alcohol that we're here today to talk a little
9 bit about. We have two restrooms in this
10 event, in the event space.

11 And as you can see from your
12 pamphlet that I handed out, we have 20 unique
13 individual fashion retailers, we have Politics
14 and Prose. There's going to be like book
15 signings, and we'll also have local artists
16 that are also going to be selling artwork
17 throughout the event as well.

18 So our targeted demographic for
19 the event is 25 to whatever, whoever likes to
20 come and enjoy fashion and so forth. So we'll
21 also have music, DJ type music at the event.
22 So we're very excited.

1 The first one was a big success
2 for us in November. And we have some partners
3 here today that want to introduce themselves.
4 So that's the event overall.

5 We're expecting a couple of
6 hundred people an hour for the event, so about
7 2,000 people per day. So, you know, 2,000 on
8 Friday, Saturday and Sunday. So with that
9 couple hundred people, we'll have six officers
10 there at all times.

11 CHAIR MILLER: So this is fashion
12 to purchase, not a fashion show?

13 MR. CARBONE: Absolutely.

14 CHAIR MILLER: Right, to purchase.

15 MR. CARBONE: To purchase. So
16 what we've done is we went out to various
17 parts of our retailer network. We're retail
18 operators. And we hand selected 20 of them
19 who'll come there.

20 And if you look in your book,
21 there's various sort of stories behind each
22 one of those retailers and the products that

1 they sell. So Sid Mashburn sells really high
2 end clothing. We've got some Follain which
3 sells creams, very high end creams and so
4 forth. So each one of them sort of has a
5 unique story to tell.

6 CHAIR MILLER: Is this modeled
7 after anything? I mean, it --

8 MR. CARBONE: Well, we'd like to
9 think that we -- pop-up retail events have
10 been around for a long time, just where you
11 kind of go into a space and try to re-energize
12 it.

13 And this is our second. You know,
14 we've done one of these. We sort of put it
15 together sometime in November. And we were
16 partnering with you guys as well. And this is
17 our second one.

18 The first one was a great success.
19 We had over 30 vendors for that one, October,
20 the holiday weekend for Thanksgiving, so we're
21 looking at, hopefully, doing these in the
22 future. And that's sort of the brunt of what

1 we do.

2 CHAIR MILLER: Okay. So --

3 MR. CARBONE: Should I put this
4 down and you can get another look at it?

5 CHAIR MILLER: Okay. Do you --

6 MR. CARBONE: I want to make
7 sure that I'm attracting --

8 CHAIR MILLER: Okay. I was
9 wondering if there were going to be any
10 different sort of, like a craft fair but in
11 one --

12 MR. CARBONE: That's right,
13 that's right. So, I'm sorry, yes. Let's look
14 at this again real quick, sorry. So, yes, so
15 we'll have each individual retailer that's in
16 that book for you, to get their own sort of
17 space, almost like a craft fair,

18 CHAIR MILLER: Okay.

19 MR. CARBONE: But they really
20 kind of make it their own. So they'll do, you
21 know, put a little temporary wall, not wall,
22 but I would say like a couple palettes and

1 then put their product on there.

2 It's really cool and unique. It's
3 a very good experience. Yes, they each get
4 their own individual spaces.

5 CHAIR MILLER: Okay. Now, where
6 does the alcohol come into play?

7 MR. CARBONE: So as part of
8 this, it's pretty sort of a relaxed shopping
9 experience. So the alcohol is a piece of
10 that.

11 And so what we've done is we've
12 coordinated with local coffee shops, well, we
13 have Peregrine Espresso downstairs, so they'll
14 be coming out.

15 We've got some other food that's
16 associated with it. And so the alcohol's sort
17 of a compliment to that. It certainly is not
18 the whole thing. It certainly is something
19 for our customers, for their experience.

20 CHAIR MILLER: So is it going to
21 be sold in that space? Or is it sold like
22 that --

1 MR. CARBONE: It's sold in one
2 designated spot, right here.

3 CHAIR MILLER: Okay, that green
4 spot?

5 MR. CARBONE: And then this
6 space itself is closed. So you have alcohol
7 signs that we'll be posting -- sorry, I don't
8 have it -- that there's no alcohol beyond this
9 point. That will go on each one of these
10 walls.

11 And so our security officers are
12 going to be within this defined area, indoor
13 defined area.

14 CHAIR MILLER: Okay. And I assume
15 that big area is open to under 21, right?

16 MR. CARBONE: Yes, it is.

17 CHAIR MILLER: Okay. So what are
18 you doing? Are you checking IDs there?

19 MR. CARBONE: Yes. I'm going to
20 turn that over these guys for their process,
21 but yes. We will be checking IDs. Do you want
22 to go through that?

1 MR. LOWE: Yes, ma'am. Michael
2 Lowe from New Columbian Distillers. We will
3 have an ABC manager present at all times and
4 with at least one of fifteen --

5 MR. CARBONE: Sorry.

6 MR. LOWE: -- who have been
7 trained by the ABC manager. And we'll be
8 checking IDs. We may check everybody's IDs.
9 But certainly we'll do, anybody who looks like
10 they're under 40 we'll check.

11 (Off the record comments)

12 MR. LOWE: And that will be at the
13 site where we are serving alcohol.

14 CHAIR MILLER: Okay. So you're
15 not wrist banding or anything, right?

16 MR. CARBONE: No. We can
17 certainly do that.

18 CHAIR MILLER: I'm just asking.
19 I'm not saying you should. I'm just asking.

20 MR. CARBONE: That wasn't the
21 initial intent of it, yes, we decided.

22 CHAIR MILLER: How many people do

1 you expect?

2 MR. CARBONE: A couple hundred
3 people an hour. I mean, we're aggressive with
4 our sales for these folks. So we're saying
5 150 to 200 people an hour.

6 CHAIR MILLER: Is this last year?

7 MR. CARBONE: We did. We did it
8 --

9 CHAIR MILLER: Same place?

10 MR. CARBONE: In November, yes,
11 same space.

12 CHAIR MILLER: Okay. And same
13 amount of people?

14 MR. CARBONE: Yes, I think it
15 was roughly about the same.

16 CHAIR MILLER: Any problems?

17 MR. CARBONE: No, not at all.
18 No.

19 CHAIR MILLER: Okay, next
20 question? Mr. Alberti?

21 MEMBER ALBERTI: Real quick, so
22 the service of alcohol, are you serving other

1 drinks besides alcohol?

2 MR. CARBONE: Yes. So we'll
3 have coffee, we'll have specialty sort of
4 drinks with that. And we'll also have water,
5 and soda and that kind of thing.

6 MEMBER ALBERTI: Okay. Is there
7 any distinction between the alcohol beverage
8 containers and the others that --

9 MR. CARBONE: Yes, yes. Great
10 question.

11 MEMBER ALBERTI: -- that we see on
12 the floor?

13 MR. BRIAN: Absolutely, yes. And
14 so Atlas will be serving our beer in 16 ounce
15 kind of opaque red cups that have our logo on
16 them.

17 MEMBER ALBERTI: Okay.

18 MR. LOWE: And New Columbia will
19 be serving in small green plastic glasses.

20 MEMBER ALBERTI: Okay.

21 MR. LOWE: Plastic glasses.

22 MEMBER ALBERTI: So if you see

1 someone underage with one of those, then
2 someone would stop them, I'm assuming.

3 MR. CARBONE: Yes.

4 MEMBER ALBERTI: Okay. All right,
5 great. So what are you brewing now, just out
6 of curiosity? I know I'm digressing. What
7 are you guys distilling?

8 MR. LOWE: Well, we make gin. We
9 have three different gins. We'll probably be
10 doing cocktails with two gins that are
11 available right now. We've got our
12 spring/summer gin that we just released for
13 the year last weekend and our year-round gin,
14 both of which have been very --

15 MEMBER ALBERTI: Thank you.

16 CHAIR MILLER: Okay, other
17 questions, questions from our investigator?

18 MR. GETHERS: Yes, ma'am. Thank
19 you. You mentioned that you're going to have
20 a DJ.

21 MR. CARBONE: Yes.

22 MR. GETHERS: And noise is an

1 issue, more of an issue than it was last year.
2 So I would just encourage you to be proactive
3 and do the appropriate sound checks with
4 regards to having your DJ and people that are
5 a part of that group to set acceptable sound
6 levels by stepping out and listening to it,
7 short of residential areas.

8 MR. CARBONE: Yes.

9 MR. GETHERS: And then marking
10 their boards, that sort of thing, to ensure
11 that the sound is contained to that second
12 floor area or at least inside of that
13 structure.

14 And then also you talked about,
15 referenced checking IDs, there'll be one ABC
16 manager and one assistant that will be trained
17 by the ABC manager.

18 I would just encourage you to
19 extend that level of training, at least with
20 regards to levels of awareness, and have some
21 sort of plan so if anyone sees somebody that
22 they suspect to be underage, there's a plan

1 with regards to how to respond to that and
2 that, you know, those of you that are
3 responsible for the event are plugged into
4 that notification process.

5 MR. CARBONE: Absolutely. Thank
6 you. We'll have a pre-meeting with our
7 security team. We can do all that.

8 MR. GETHERS: Yes, beautiful.
9 That's a great idea, great. Good to do it in
10 a non-threatening kind of environment so
11 people can ask all the questions they need.

12 MR. CARBONE: Thank you.

13 CHAIR MILLER: Okay. Anything
14 else? Do you have any questions?

15 MR. CARBONE: No. Just thank
16 you for your time.

17 CHAIR MILLER: Okay, thanks for
18 signing up and I will move that we approve the
19 applications for Atlas Brew Works and New
20 Columbia Distillers. Do I have a second?

21 MEMBER ALBERTI: Second.

22 CHAIR MILLER: Mr. Alberti

1 seconded the motion. All those in favor say
2 aye.

3 (Chorus of ayes)

4 MEMBER ALBERTI: Mr. Rodriguez,
5 Brooks.

6 CHAIR MILLER: Mr. Brooks.

7 MEMBER ALBERTI: Mr. Brooks.

8 (Off the record comments)

9 CHAIR MILLER: Okay. All those in
10 favor say aye?

11 (Chorus of ayes)

12 CHAIR MILLER: All those opposed,
13 all those abstaining? Motion passes six,
14 zero, zero. It sounds like a fun event.

15 MR. CARBONE: Feel free to attend.
16 It's a fantastic event. It's open to --

17 CHAIR MILLER: I actually plan to
18 go.

19 MR. CARBONE: Thank you very
20 much.

21 MEMBER ALBERTI: Thank you.

22 CHAIR MILLER: Thank you. So

1 we'll wait for your application then.

2 (Whereupon, the hearing in the
3 above-entitled matter was concluded at 11:16
4 p.m.)

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